

1 of 6

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart	
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	*1	TU-F	5A-6A		:30	\$185.00	09/18-09/21	8	1	8	\$1,480.00		
			Buyline Comment: WAKE UP WAGNERS 2/DAY										
		Station Remark: V4 5X NA WO 9/17 DT RATE/OVERSOLD TP											
	2	M	5A-6A		:30	\$185.00	09/24-09/24	2	1	2	\$370.00		
			Buyline Comment: WAKE UP WAGNERS										
	3	TU-F	6A-7A		:30	\$450.00	09/18-09/21	8	1	8	\$3,600.00		
			Buyline Comment: WAGNERS 2/DAY										
	4	M	6A-7A		:30	\$450.00	09/24-09/24	2	1	2	\$900.00		
			Buyline Comment: WAGNERS										
	5	TU-F	7A-9A		:30	\$550.00	09/18-09/21	12	1	12	\$6,600.00		
			Buyline Comment: TODAY 3/DAY										
	6	M	7A-9A		:30	\$550.00	09/24-09/24	3	1	3	\$1,650.00		
			Buyline Comment: TODAY										
	*7	TU-F	9A-10A		:30	\$200.00	09/18-09/21	4	1	4	\$800.00		
			Buyline Comment: TODAY 2 1/DAY										
		Station Remark: V4 4X NA W/O 9/17 DT RATE/OVERSOLD TP											

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart	
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	*8	M	9A-10A		:30	\$200.00	09/24-09/24	1	1	1	\$200.00		
			Buyline Comment: TODAY 2										
			Station Remark: V4 1X NA 9/24 DT RATE/OVERSOLD TP										
	*9	TU-F	12P-1230P		:30	\$275.00	09/18-09/21	4	1	4	\$1,100.00		
			Buyline Comment: NOON NEWS										
			1/DAY										
			Station Remark: V4 1X NA 9/20 DT RATE/OVERSOLD TP										
	10	M	12P-1230P		:30	\$275.00	09/24-09/24	1	1	1	\$275.00		
			Buyline Comment: NOON NEWS										
	*11	TU-F	1230P-1P		:30	\$200.00	09/18-09/21	4	1	4	\$800.00		
			Buyline Comment: NEWS										
			1/DAY										
			Station Remark: V4 3X NA W/O 9/17 DT RATE/OVERSOLD TP										
	12	M	1230P-1P		:30	\$200.00	09/24-09/24	1	1	1	\$200.00		
			Buyline Comment: NEWS										
	13	TU-F	3P-4P		:30	\$300.00	09/18-09/21	4	1	4	\$1,200.00		
			Buyline Comment: DR PHIL										
			1/DAY										
	14	M	3P-4P		:30	\$300.00	09/24-09/24	1	1	1	\$300.00		
			Buyline Comment: DR PHIL										
	15	TU-F	4P-430P		:30	\$350.00	09/18-09/21	4	1	4	\$1,400.00		
			Buyline Comment: NEWS 4										
			1/DAY										
	16	M	4P-430P		:30	\$350.00	09/24-09/24	1	1	1	\$350.00		
			Buyline Comment: NEWS 4										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	17	TU-F	430P-5P		:30	\$450.00	09/18-09/21	4	1	4	\$1,800.00	
		Buyline Comment: NEWS 1/DAY										
	18	M	430P-5P		:30	\$450.00	09/24-09/24	1	1	1	\$450.00	
		Buyline Comment: NEWS										
	19	TU-F	5P-630P		:30	\$725.00	09/18-09/21	8	1	8	\$5,800.00	
		Buyline Comment: E NEWS 2/DAY										
	20	M	5P-630P		:30	\$725.00	09/24-09/24	2	1	2	\$1,450.00	
		Buyline Comment: E NEWS										
	*21	SU	8P-930P		:30	\$900.00	09/23-09/23	2	1	2	\$1,800.00	
		Buyline Comment: NEWS										
		Station Remark: V4 2X NA 9/23 DT NFL RAN LONG										
	*22	TU-F	630P-7P		:30	\$725.00	09/18-09/21	8	1	8	\$5,800.00	
		Buyline Comment: JEOP/WHEEL 2/DAY										
		Station Remark: V4 4X NA WO 917 DT RATE/OVERSOLD TP										
	23	M	630P-7P		:30	\$725.00	09/24-09/24	2	1	2	\$1,450.00	
		Buyline Comment: JEOP/WHEEL										
	24	TU-F	730P-8P		:30	\$400.00	09/18-09/21	4	1	4	\$1,600.00	
		Buyline Comment: FACE TO FACE 1/DAY										
	25	M	730P-8P		:30	\$400.00	09/24-09/24	1	1	1	\$400.00	
		Buyline Comment: FACE TO FACE										
	*26	SA	630P-7P		:30	\$350.00	09/22-09/22	2	1	2	\$700.00	
		Buyline Comment: JEOP/WHEEL										
		Station Remark: V4 2X NA 9/22 DT ND GAM										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart	
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	*27	M	9P-10P		:30	\$2,400.00	09/24-09/24	1	1	1	\$2,400.00		
			Buyline Comment: VOICE										
			Station Remark: V4 1X NA 9/24										
	28	TU	10P-11P		:30	\$2,100.00	09/18-09/18	1	1	1	\$2,100.00		
			Buyline Comment: PARENTHOOD										
	29	F	9P-10P		:30	\$1,700.00	09/21-09/21	1	1	1	\$1,700.00		
			Buyline Comment: GRIMM										
	30	SU	8P-930P		:30	\$900.00	09/23-09/23	1	1	1	\$900.00		
			Buyline Comment: NEWS										
	31	TU-F	11P-1130P		:30	\$750.00	09/18-09/21	4	1	4	\$3,000.00		
			Buyline Comment: NEWS 11 1/DAY										
	32	M	11P-1130P		:30	\$750.00	09/24-09/24	1	1	1	\$750.00		
			Buyline Comment: NEWS 11										
	*33	TU-F	1130P-1230A		:30	\$250.00	09/18-09/21	8	1	8	\$2,000.00		
			Buyline Comment: TONIGHT 2/DAY										
			Station Remark: V4 3X NA WO 9/17 DT RATE/OVERSOLD TP										
	34	M	1130P-1230A		:30	\$250.00	09/24-09/24	2	1	2	\$500.00		
			Buyline Comment: TONIGHT										
	*35	SA-SU	11P-1130P		:30	\$750.00	09/22-09/23	2	1	2	\$1,500.00		
			Buyline Comment: NEWS11 1/DAY										
			Station Remark: V4 1X NA 9/22 DT RATE/OVERSOLD TP										

Station KSNV-TV LAS VEGAS, NV.

Advertiser () .BERKLEY FOR SENATE

Product BERKLEY FOR SENATE

Estimate# 30S

Buyer MICHAEL D'ETTORRE

Phone#

Fax#

Agency () SHORR,JOHNSON,MAGNUS

1831 CHESTNUT ST. #602

PHILADELPHIA, PA 19103

Agency C/P1/P2/E //30S

Flight Dates 09/18/2012 - 09/24/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*36	SA	6A-7A		:30	\$150.00	09/22-09/22	1	1	1	\$150.00	
			Buyline Comment: NEWS SUNRISE									
			Station Remark: V4 1X NA 9/22 DT RATE/OVERSOLD TP									
	37	SA	7A-9A		:30	\$325.00	09/22-09/22	2	1	2	\$650.00	
			Buyline Comment: SAT TODAY									
	38	SA	9A-930A		:30	\$275.00	09/22-09/22	1	1	1	\$275.00	
			Buyline Comment: NEWS TODAY									
	39	SU	6A-7A		:30	\$185.00	09/23-09/23	1	1	1	\$185.00	
			Buyline Comment: NEWS SUNRISE									
	*40	SU	7A-8A		:30	\$325.00	09/23-09/23	1	1	1	\$325.00	
			Buyline Comment: SUN TODAY									
			Station Remark: V4 NA 9/23 DT RATE/OVERSOLD TP									

---REPORT TOTALS---

Report Totals: 121 / \$58,910.00

---SALES MONTHLY TOTALS---

Sep 12: 121 / \$58,910.00

Sales Totals: 121 / \$58,910.00

Station Totals: 121 / \$58,910.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$184,382	CATV	0%	KBLR	0%	KINC	0%	KLAS	19%	KSNV	31%
		KTNV	24%	KTUD	0%	KVCW	0%	KVMY	0%	KVVU	24%
		XXXX	0%								

---COMPETITIVE COMMENTS---

Rep Order# 6853055 Ver# 4 Status Returned
EC'd Yes

Traffic Order# 106698

Printed: 10/05/2012 4:10 PM
Last Received: 09/17/2012 1:54 PM
Showing Buylines: All Lines

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Station KSNV-TV LAS VEGAS, NV.
Advertiser () .BERKLEY FOR SENATE
Product BERKLEY FOR SENATE
Estimate# 30S
Buyer MICHAEL D'ETTORRE
Phone#
Fax#

Agency () SHORR,JOHNSON,MAGNUS
1831 CHESTNUT ST. #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E //30S
Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks

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SHARES EST

Books NOV12
Demos RA35+